GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

Infrastructure & Investment Department - Sanction of 35 posts in different categories to the AP Digital Corporation on contract basis for a period of one (1) year - Approved - Orders - Issued.

INFRASTRUCTURE & INVESTMENT (AIRPORTS) DEPARTMENT

G.O.Rt.No.44 Dated 19.07.2023.

Read:-

From the VC&MD, APDC, e-file No.ENE68-OPESOAPPT(CNP)/1/2022-HRA, (Comp.No.1823239), Dated 27.11.2022.

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ORDER:

In the reference read above, the Vice Chairman & Managing Director, AP Digital Corporation Limited (APDCL) has informed that the Government has established Andhra Pradesh State Digital Corporation Limited to have the strategic and dedicated focus on leveraging Digital Media and establishing direct connection to the people and to align the vision of the Government to drive AP Digital Mission. Further, the Government desired that the Board shall appoint a professional management team including Vice Chairman & Managing Director and a core management team with salary as per market standards as applicable for such institutions so as to manage day to day operations of the company in a professional and competent manner in line with industry's best practices.

2. Keeping in view of the increased activities, present volume of work for activities being undertaken, to implement the programmes in an effective manner and in order to roll out the new programmes, APDC requires to engage the best in the industry talent and ensure the top-notched digital presence of AP Government on social media and Digital Space, the VC&MD, APDC has requested for creation of the following posts and the expenditure will be met from the budget already allotted.

Sl. No	Post Name/ Numbers	No. of Posts	Proposed Salary (Per month in Rs.)
1	Creative Consultant	05	1,25,000/-
2	Campaign Consultant	05	90,000/-
3	Security Consultant	05	75,000/-
4	Creative Content creator. Art Unit	15	60,000/-
5	Technical Consultant (data unit)	05	90,000/-
6	Social Media Manager	10	50,000/-
7	Chief General Manager (CGM) - HR	01	1,00,000 /-
8	CGM-Legal	01	1,00,000/-
9	CGM-Technical	01	1,00,000/-
10	CGM-Content Creation	01	1,00,000/-
11	CGM-Distribution	01	1,00,000/-
12	CGM-Operations	01	1,00,000/-
13	Manager HR	01	75,000/-
14	Manager Operations	01	75,000/-

3. Government after careful examination hereby approve the proposal of the VC&MD, APDCL for sanction of the following 35 posts in different categories to the AP Digital Corporation on contract basis for a period of one (1) year:

Sl. No	Name of the Post	No. of Posts	Consolidate Remuneration Per month (in Rs.)	Mode of appointment
1	Creative Consultant	3	1,00,000/-	On contract basis
2	Campaign Consultant	3	75,000/-	
3	Security Consultant	3	60,000/-	
4	Creative Content creator. Art Unit	10	50,000/-	
5	Technical Consultant (data unit)	3	75,000/-	
6	Social Media Manager	5	40,000/-	
7	Chief General Manager (CGM) - HR	1	80,000 /-	
8	CGM-Legal	1	80,000/-	
9	CGM-Technical	1	80,000/-	
10	CGM-Content Creation	1	80,000/-	
11	CGM-Distribution	1	80,000/-	
12	CGM-Operations	1	80,000/-	
13	Manager HR	1	60,000/-	
14	Manager Operations	1	60,000/-	
	Total	**35**		

5. The Vice Chairman & Managing Director, AP Digital Corporation Limited (APDCL) shall take necessary action accordingly.

6. This order issues with the concurrence of the Finance Department vide their U.O.No. 1923954 /HR-II/ FIN01-HR0PDPP(RRD)/204/2022, Dated 21.06.2023.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Vice Chairman & Managing Director, AP Digital Corporation Limited (APDCL).

Copy to:
The P.S to Prl.Secy., to Hon'ble C.M.
The P.S to Hon'ble Minister for I&I.
The P.S to C.S to Government.
The P.S to Spl.C.S to Govt., I&I Department.
The Finance (FMU-I&I, Energy and I&C) Department.
The GA (Cabinet) Department.
Sf/Scs (C.No.INI01-APFN/31/2022-Airports) (Comp.No.1914345)

//Forwarded :: By Order//

C. Kalyani
SECTION OFFICER